



Small Business News

Northeast and Caribbean Region

Summer 2006 ... Issue VIII Region 2 Northeast & Caribbean JUNE - SEPTEMBER, 2006 FREE

2006 GSA Exhibition Fair — A Success!

26 FEDERAL PLAZA, N.Y. - The GSA held its second annual **Small Business Exhibition Fair** on Thursday, April 27, 2006, for small, small disadvantaged, section 8(a), women-owned small, HUBZone small, veteran-owned small, service-disabled veteran-owned small, and large businesses.

A total of 14 governmental, federal, state, and city agencies, as well as over 250 businesses attended the event. Businesses were encouraged to take full advantage of the fair in order to learn about upcoming procurement opportunities, network with other small businesses, market their products and services, and develop new business contacts. They were also given the opportunity to introduce their business to representatives from participating governmental agencies.

Agencies in attendance included the U.S. General Services Administration, U.S. Environmental Protection Agency, U.S. Department of Housing and Urban Development, U.S. Small Business Administration, NYS Dormitory Authority, NYC Construction Authority, NYC Department of Small Business Services, Manhattan Chambers of Commerce, LaGuardia Community College PTAC, South Bronx Overall Economic Development Corp (SOBRO) PTAC, Pace University Small Business Development Center, NJ Small Business Development Center, and Service Corps of Retired Executives (SCORE).

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Janice Bracey(right) of GSA, explains to a small business the process of obtaining a GSA contract.



SOBRO's Miriam Johnson (seated) explains how the not-for-profit agency is dedicated to revitalizing the South Bronx and nearby communities.



14 governmental agencies participated and over 250 small businesses attended the fair.

HOW TO OBTAIN A GSA FEDERAL SUPPLY SCHEDULE CONTRACT

A QUICK 10 STEP CHECKLIST

1. Register your business in the Central Contracting Registration. (CCR) www.ccr.gov
2. Identify the GSA FSS schedule that covers your product or service.
www.gsa.gov/goschedules
3. Obtain a copy of the FSS solicitation covering your product or service at www.fedbizopps.gov.
4. Complete all the information in the solicitation.
5. Submit your offer to the address listed in the solicitation.
6. Ensure that you meet all of the requirements to be awarded a GSA Federal Supply Schedule contract.
7. Negotiate with the GSA Contracting Officer, who will contact you after evaluating your offer.
8. Review and verify all pertinent information in the Schedules E-Library upon contract award.
9. Upload your products/services on GSA Advantage.
10. Market your products/services.

Learn To Strategically Market to the Government

Networking Sessions & Marketing

GSA, along with other Federal agencies, Congressional and State Offices, provides opportunities where you can market your product, &/or services to the Federal Government. These opportunities include: power lunches, procurement conferences, networking sessions, seminars and trade fairs.



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HOW TO OBTAIN A FEDERAL SUPPLY SCHEDULE CONTRACT

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The GSA's Federal Acquisition Service (FAS) is responsible for managing the GSA Federal Supply Schedule Program. A Federal Supply Schedule is a listing of contracts awarded by FSS. FSS awards contracts to multiple companies supplying comparable services and products. Schedule contracts are awarded to responsible companies that offer commercial services or products, at varying prices, provided that prices are determined fair and reasonable. GSA's negotiation process is based on "most favored customer" pricing. Once FSS awards the contracts, buying members order directly from the schedule contractor.

GSA Schedules are the preferred method of procurement for the Department of Defense.

If you provide products and/or services, a GSA Federal Supply Schedule contract will help you secure work with other Federal agencies. It is an excellent way to get your foot in the door of a Federal agency. Federal Supply Schedules are the preferred method of procurement for the Department of Defense and many civilian agencies.

Listed below are the steps that will help you get started in applying for your GSA Federal Supply Schedule contract:

Identify the Schedule that covers your product or service. Access www.gsa.gov/goschedules. Under **E-tools**, click **Schedules E-Library**, click **Visit Now** to access the search page. (NOTE: If your business line is diverse and falls within several different GSA Schedules, you may wish to pursue the "Consolidated Products and Services Schedule" route, formerly called Corporate Contract.

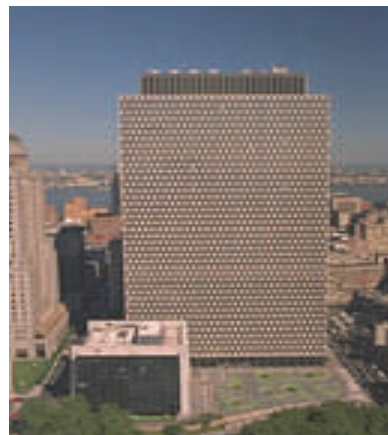
This contract will cover your entire business line, and allow ordering agencies to place a single task order to meet a multitude of requirements in lieu of separate orders for individual requirements.)

A GSA "number" is your license to hunt for procurement opportunities.

Obtain a copy of the Federal Supply Schedule solicitation covering your product or service. (NOTE: Each schedule number has a separate solicitation number.) If you KNOW the solicitation number for the schedule, access www.fedbizopps.gov, click **Vendors**, select agency acronym **GSA**, select **FSS Classification Code** to view all synopses/solicitations, download and print the latest version of the appropriate solicitation, include all related synopses, amendments, modifications, etc. If you DO NOT KNOW the solicitation number, access <http://fss.gsa.gov/goschedules>, click **GSA Schedule Solicitations**, click the **Solicitation number** appropriate to your schedule number (links you into FBO document), download and print, include all related documents.

Complete all information in the solicitation. Read the solicitation document thoroughly. Obtain a past performance evaluation report on your company; make sure you are financially sound; make sure your price is in the competitive range; submit copies of your commercial price list then sign and date your offer.

Submit your offer to the address listed in the solicitation. After your offer (with attachments) has been received by the acquisition center, a contracting officer will evaluate your offer and contact you to begin negotiations.



26 Federal Plaza, NYC

If everything goes well, you will receive a GSA "number". A GSA "number" is a license to hunt for federal procurement opportunities. Your contract number, company name, socio-economic designation, and all other pertinent information will be added to the Schedules E-Library, so that agencies and the departments of the military will see that you have a contract and are ready to do business with them. The Schedules E-Library is the official and only on-line source for contract award information, which is updated daily.

Market your product or service **through GSA Advantage**. Once the GSA Schedule contract is awarded, be ready to market your product or service to the Federal Government. GSA Advantage is an electronic on-line shopping and ordering system. GSA Advantage provides on-line access to several thousand contractors and millions of products and services. Federal agencies have the capability to order directly from the desktop PC. All new contractors are required to be on GSA Advantage within six months after contract award. GSA Advantage is also an excellent marketing tool.

Learn To Strategically Market to the Government

Small Business News

Marketing and personal representation are keys to your success as a supplier to GSA. A basic understanding of what GSA does, its organization and how to market to the agency will make it easier to identify and pursue contracting opportunities. Regional Small Business Utilization Centers (SBUCs) should be your first point of contact.

“Focus your marketing efforts on a few agencies that buy your products or services”.

Representatives will provide information to help you market to GSA contracting officials and take advantage of special marketing events sponsored by GSA. Request a copy of the Procurement Directory, which contains a list of Federal Government offices located in the Region. Or visit

www.gsa.gov/smallbusiness, to access the Procurement Directories. Find out which Federal agencies buy the products or services you provide; call or visit the offices, as appropriate. Provide each contracting office with brochures or other information describing your company and the products or services you offer.

Focus your marketing efforts on a few agencies that buy your products or services. Decide if you should target a particular business line or agency. Focus on agencies that have similar customer experiences, and ensure that the agencies that you choose to market meet your companies long/short term goals. Identify prime contractors for possible subcontracting opportunities.

A step-by-step guide to the world of Federal contracting is available to assist women entrepreneurs in overcoming the barriers that may be limiting their success in procurement. Written by a taskforce of Women-owned Business Advocated and SBA's Office of Government Contracting, the guide is full of useful information that provides a comprehensive overview of Federal contracting. The guide is available at **www.sba.gov/womeninbusiness/selling.html**

GSA Mission:

We help Federal agencies better serve the public by offering at best value, superior workplaces, expert solutions, acquisition services, and management policies.

Helpful Websites

GSA:

www.gsa.gov

GSA Schedules:

www.fss.gsa.gov/schedules

SBA Program Certification:

www.sba.gov/certifications

Loans:

www.sba.gov/starting_business/

Grants:

www.grants.gov

Federal Acquisition Regulations:

www.acquisition.gov/comp/far/index

Federal Procurement Data System

www.fpdc.gov

Women-owned Business

womenbiz.gov

Catalog of Federal Domestic Assistance (grants/loans/insurance)

www.cfda.gov

GSA's Market Tips Advertising

www.fss.gsa.gov/pub

Web Resources You Need to Know About

Small Business News

E-Tools Overview

In the fast-paced marketplace of the 21st century, electronic technology is critical to conducting business. GSA's redesigned website provides a new feature—direct access to many interactive capabilities that facilitate doing business with GSA or finding specialized information available from GSA.

These interactive capabilities have been grouped under the heading "e-Tools". The e-Tools allow GSA to better serve federal customers by providing an efficient and cost-effective way to conduct business.

FedBizOpps

Federal Business Opportunities

FedBizOpps is the single government wide point-of-entry for federal government procurement opportunities over \$25,000 and it's GSA's primary vehicle for disseminating written solicitations. FedBizOpps also provides vendors access to agency business opportunities and allows vendors to register to receive e-mail notification of opportunities in their areas of interest. Register to receive automatic notices of acquisitions at www.fedbizopps.gov.

GSA Advantage!

GSA Advantage! is an electronic on-line shopping and ordering system. It provides on-line access to thousands of contractors and millions of products and services. Federal agencies can browse or search for products and services using key words, national stock numbers, contract numbers, vendor names, compare features, prices, delivery options, and place orders electronically. The address is www.gsaadvantage.gov.

GSA e-Buy

...Your RFQ Resource

E-Buy is an Internet based electronic Requests For Quotes (RFQ) solution designed to facilitate the request for and submission of quotes for a wide range of commercial services and products that are offered by sellers who are on GSA Advantage! Please visit www.ebuy.gsa.gov

GSA Schedules e-Library

The Schedules e-Library is the official and only on-line source for complete Schedules and contract award information. Information is updated daily to ensure access to the latest schedules and contracts. You can find out which suppliers have a contract, and what's available by using various search options, e.g., Schedule contractor's name, contract number, Special Item Number, Schedule Number, or key word. The Schedules e-Library is a good source for teaming partners. Visit the Schedules e-Library at www.gsaelibrary.gsa.gov.

...and more important websites

CCR Central Contractor Registration

CCR database is the gateway of procurement information—for and about small businesses. This requires one time registration and annual updates for Federal government vendors, in order to receive a contract award. CCR is used for market research by government buyers and program personnel searching for potential providers of specific goods and services. For more information, visit www.ccr.gov.



Subcontracting Directory

This directory is published as an aid to small business concerns seeking subcontracting opportunities with GSA prime contractors. It is a semiannual publication, which lists large companies that have contracts with GSA for goods and services worth \$500,000 or more (\$1 million or more for construction). Such companies are required to establish plans and goals for subcontracting with small business concerns. The address is www.gsa.gov/smallbusiness.

U.S. Blue Pages

U.S. Blue Pages are an easy-to-use directory linking to a host of Federal Services and agencies. The site provides an easy and fast way to search the listings by state, city, area code, agency or service, and keyword. The website is www.usbluepages.gov.

GSA's Assistance Center

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Procurement Technical Assistance Centers

For a Complete Listing of PTAC's, please visit
www.aptac-us.org/new/

Getting Government Down to Business

- Want to sell to the government?
- Overwhelmed by registrations, certifications, and solicitations?
- Need help making contacts?

Call PTAC — We can help?

92 Procurement Technical Assistance Centers (PTACs) form a nationwide network of procurement professional dedicated to providing you:

- an understanding of the requirements of government contracting, and
- the know-how to obtain and successfully perform federal, state, and local government contracts.

At little or no cost, PTACs provide a wide range of assistance covering every phase of government contracting — from initial registration through contract completion. See “Government Contracting Assistance” on the website for more specific information on the types of help that PTACs provide.

Whether you:

- have quick questions
- want to attend training, seminars or match making events, or
- need intensive, one-on-one help

Call your nearest PTAC today!

SBUC Monthly Schedule Workshops

"How to Obtain a GSA FSS Contract"

Sponsored by

Small Business Utilization Center

The center is especially interested in locating and assisting these entities: small, small disadvantaged, Section 8(a), women-owned small, HUBZone small, veteran-owned small, and service-disabled veteran-owned small business.

The center's small business assistance team is proactive in ensuring that small businesses have the maximum practicable opportunity to compete for and receive government contracts. To ensure inclusion of regional small businesses, the SBUC:

- Conducts monthly training workshops on “How to Obtain a GSA Federal Supply Schedule Contract”
- Develops and administers small business programs designed to nurture business opportunities and promote business growth
- Explains how to access and navigate Federal Business Opportunities and other e-Tools
- Offers one-on-one counseling for potential vendors

The GSA Small Business Utilization Center holds free monthly schedule workshops, at 26 Federal Plaza the second Wednesday of each month. The SBUC has 3 main goals for small businesses attending the workshops:

1. Provide a wealth of in-depth Schedule information
2. Remove preconceived fears of government contracts
3. Motivate small businesses to begin the solicitation process

This in-depth workshop will cover:

- The process of getting on the Federal Supply Schedule
- How to access government solicitations
- The most significant sections of the solicitation
- How to submit an offer and the evaluation process

Please visit www.gsa.gov/r2smallbusiness to register

Upcoming Events

Small Business News



U.S. General Services Administration

“How to Obtain a GSA Federal Supply Schedule Contract”

Wednesday, July 12, August 9, September 13

9am- 1pm (Please arrive at 8:30am to sign in. Bring your confirmation email with you.)

**26 Federal Plaza (Duane Street Entrance), New York City
6th Floor Conference, Center Room A**

This in-depth workshop will cover the process of getting on the Federal Supply Schedule. It will explain how to access government solicitations, the most significant sections of an offer, how to submit an offer, and the evaluation and award process.

Free admission! Seating is limited, So register soon!

Please be sure to review the “Frequently Asked Questions” document on the web-site below to ensure that this workshop is appropriate for your company!



Please register at:



www.gsa.gov/r2smallbusiness

***If you have any questions about the workshop,
please email R2.SBUC@gsa.gov or call 212-264-8265.***

***This program is extended to the public on a nondiscriminatory basis.
All small businesses in any type of industry are invited to attend.***



U.S. General Services Administration

“How to Obtain a GSA Federal Supply Schedule Contract”

Wednesday, July 19, 2006

9:00am- 1:00pm

**Peter W. Rodino Federal Office Building, 970 Broad Street
Newark, NJ 07102 Room 204**

(Walnut Street Entrance. Bring Photo ID. No admission to building prior to 8am. Please bring a copy of this flyer and a copy of your email notification with you.)

This in-depth workshop will cover the process of getting on the Federal Supply Schedule. It will explain how to access government solicitations, the most significant sections of an offer, how to submit an offer, and the evaluation and award process.

Free admission! Seating is limited, so register soon!

Please be sure to review the “Frequently Asked Questions” document on the website below to ensure that this workshop is appropriate for your company!

Please register at:

www.gsa.gov/r2smallbusiness

If you have any questions about the workshop, please email

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or call 212-264-8265.

This program is extended to the public on a nondiscriminatory basis. All small businesses in any type of industry are invited to



Upcoming Events

Small Business News

The GSA logo is a blue square with the letters "GSA" in white, bold, sans-serif font.

U.S. General Services Administration

SAVE THE DATE!!!

Doing Business with GSA

Learn how to sell your products/services to GSA and the federal government!

Small businesses that are looking to enter into the federal market are invited to attend a beginner's workshop on how to do business with the U.S. General Services Administration (GSA) and the federal government.

Wednesday, August 23, 2006

26 Federal Plaza, New York City
(Duane Street Entrance. Photo ID Required.)
6th Floor Conference Center, Room A

Free admission! Seating is limited, so register soon!

With an awarded government contract, you could be on your way to achieving business growth!

*If you have any questions about the workshop, please email
R2.SBUC@gsa.gov or call 212-264-8265.*

*This program is extended to the public on a nondiscriminatory basis.
All small businesses in any type of industry are invited to attend.*

GSA Upgrades and Streamlines SBUC's Website

Small Business News

Small Business Assistance

- FAQ
- Directions to Event
- Small Business Events
- Small Business News
- Small Business Publications
- Small Business Resources

GSA EVENTS

- How to Obtain a Federal Supply Schedule Contract
- Networking Breakfast - NYC May 17
- OSBU National Calendar of Events
- Small Business Resource Day - NYC June 21

Small Business Events —

1. GSA offers comprehensive training for vendors who want to learn how to do business with the government.
2. A listing of Region 2 Northeast and Caribbean Region's of SBUC sponsored events and directions.

Small Business Quarterly Newsletter —

1. Training you need to do business with the Government.
2. SBUC information
3. Marketing Tips
4. Web services
5. Workshop flyers

Small Business Publications —

1. Schedule training guide for small businesses
2. Doing Business with GSA (also available in Spanish)
3. Region 2's Procurement Directory

Small Business Resources —

1. How to Obtain a GSA FSS Contract overview
2. 10 step checklist on "How to Obtain a GSA FSS Contract"
3. GSA Federal Supply Schedule Listing
4. Federal Supply Schedule Supply Marketing Strategies

GSA Events

- Step 1:** Select an event.
- Step 2:** Follow links to registration page.
- Step 3:** Fill out the event registration form.
- Step 4:** Print out your email notification and bring it with you to the event.
- Step 5:** Look forward to seeing you at our workshop.

Did You Know

GSA Advantage sales for FY05 was \$349 million and sales to date for GSA Advantage tops 1.7 billion for 2.7 million orders.

GSA's Small Business Networking Breakfast

On Wednesday, May 17, 2006, the GSA's SBUC sponsored a networking breakfast for small business owners at Starks Veranda Restaurant in New York City. Over 60 small businesses attended and their response was overwhelmingly positive. Participants were provided the opportunity to network with other small businesses and to speak with GSA associates regarding the selling of products and services to the Federal government.

GSA representatives in attendance were:

Bernadette Archi, Contract Specialist, Public Buildings Service

Debra Babyak, Program Analyst, Program Support & HR Division

Kerry Blette, Director, Service Disabled Veteran Owned Small Business Initiative

Janice Bracey, Senior Small Business Specialist, Program Support & HR Division

Susan Chin, Contracting Officer, Federal Acquisition Service

Steven Delia, Contract Specialist, Public Buildings Service

Jennifer Heno, Small Business Advocate, Public Buildings Service

John Naclerio, Program Analyst, Program Support & HR Division

JoAnn Petrillo, Contract Specialist, Public Buildings Service

James Smith, Contract Specialist, Public Buildings Service

Joseph Urbanik, Director, IT Solutions Division, Federal Acquisition Service

Madelyn Ward, General Supply Specialist, Federal Acquisition Service

Spring Wells, Contracting Officer, Federal Acquisition Service

Janice Bracey, of the SBUC, provided the opening remarks and kicked-off the brief presentations by GSA associates on doing business with the government. Participants then took turns introducing their business to the audience, while enjoying breakfast. A lively networking forum followed, with small businesses exchanging business cards and making new contacts. Due to the great response and feedback we received from the small business community, we plan to hold additional networking events in the future.



2006 Networking Breakfast at Starks Veranda at 319 Broadway St.



Small Business owners network to locate teaming arrangements and subcontracting opportunities.



Small Business owner introduces himself to the audience and explains the types of services he provides.



Janice Bracey (center) of the SBUC chats with small business owners about the different contracting vehicles.

Service – Disabled Veterans – Owned Small Business Initiative

Support a Disabled Vet - Buy Right

We all use our copying machine, we all buy toner cartridges. Now you can support a disabled vet. The Northeast and Caribbean Region awarded a five year \$25,000,000 contract to a Service Disabled Veteran Owned Small Business. The contract is a Blanket Purchase Agreement for Toner Cartridges, Inkjet Cartridges, and Inkjet Paper. The contract for these commodities supports the GSA Global Supply Program. For more information, please contact Jeremy Boozikee at (212) 264-4170.

PBS Training and Briefing for SDVOSB

Jennifer Heno has completed a second round of informational briefings to PBS associates to introduce SDVOSB construction firms. Approx. 100 people attended these briefings.



Small Business Outreach - Local

Kerry Blette and Jennifer Heno, representing GSA's outreach to SDVOSB's, joined other GSA associates to meet and greet potential vendors at the April 27th Small Business Fair and the Small Business Networking Breakfast at Stark's Restaurant on May 17th.

Jennifer Heno (right) of the GSA discusses with a small business owner the different contracting vehicles available to SDVOSB



Small Business Outreach - National

Jim Nicols attended the 2006 Small Business Outreach Event in Colorado Springs during 26 and 27 April. This annual event is co-sponsored by Region 8. More than 500 attendees from four Army and six US Air Force Commands participated in this joint GSA/SBA/USAF Academy event. This year's agenda emphasized business opportunities for Service Disabled Veteran Owned Small Businesses. In addition to promoting all 2FY Schedules. Jim had an opportunity to promote the R2 SDVOSB initiative with more than 50 veteran business owners and 25 small business/diversity specialists from large prime contractors. Approximately 12 of these SDVOSB/VOSB owned firms will be applying for a GSA Schedule contract.



\$600 Million

is the amount of revenue from GSA Schedules for SDVOSB in FY 05. Up from \$120 million in FY 04.

Over \$300 Billion

is the value of the Federal Governments market place.

For a complete list of GSA's Schedule SDVOSBs contract holders, please visit www.gsa.gov. This will assist in teaming arrangement and subcontracting opportunities for SDVOSB.

The Customer Connection is dedicated to answering general inquiries from our small business community regarding the General Services Administration and the GSA Federal Supply Schedule program. Please feel free to contact us at 212-264-1234 or email us at R2.SBUC@gsa.gov with any of your questions or comments.

Dear SBUC:

Q. *What is the advantage of having a GSA Number?*

A. GSA's Federal Supply Schedules program is the preferred method of procurement for the Federal government. Federal agencies prefer to buy from GSA Schedules because they know they are getting an approved product. Also, it means GSA has done all the legwork for them and negotiated the best price and the best value for their dollar.

Dear SBUC:

Q. *How long will it take me to get a GSA Number?*

A. In many cases, the average time is 70 days. However, in some cases, due to the volume of offers received, it may take a bit longer to evaluate. This is generally true for the Information Technology schedule, where the contracting staff may receive up to a hundred offers per week!

Dear SBUC:

Q. *Do I need to maintain a certain level of sales once I have a GSA Schedule contract?*

A. Yes, you will need to show at least \$25,000 in sales during the first two years or your contract may be cancelled. That's why it's so important to market yourself as much as possible to the Federal agencies that buy your products and/or services. Most regions have a Customer Service and Marketing Division that can offer assistance in your marketing efforts. The Region 2 marketing point of contact is Judy Poskanzer. She can be reached at (212) 264-0305 or judy.poskanzer@gsa.gov

Dear SBUC:

Q. *What if my company provides architecture & engineering, general construction, janitorial or a building service that is not on the GSA Federal Supply Schedule?*

A. If you provide these services, please contact the GSA SBUC for additional information, including a list of GSA Building Managers in the Northeast and Caribbean Region. Most Building Management Offices can procure items up to \$100,000 directly.

You can visit FedBizOpps (www.fbo.gov), which is the single government point-of-entry (GPE) for Federal government procurement opportunities over \$25,000.

Dear SBUC:

Q. *How do I know if the products/services my company provides are on a GSA Federal Supply Schedule?*

A. Please contact the GSA SBUC at 212-264-1234 or www.gsa.gov/r2smallbusiness for a listing of the Federal Supply Schedules, or please visit Schedules E-Library to obtain a listing and do a search of all the GSA Schedules Contracts at: www.gsa.gov/library.

Dear SBUC:

Q. *I am interested in attending a GSA Federal Supply Schedule workshop. What information that will be covered at your event?*

A. The workshops explain how to access Government solicitations, the most significant sections of an offer, how to submit an offer, and the evaluation and award process. The information is intended to get you started in the process of obtaining a GSA Federal Supply Schedule. Please see FAQ's at www.gsa.gov.